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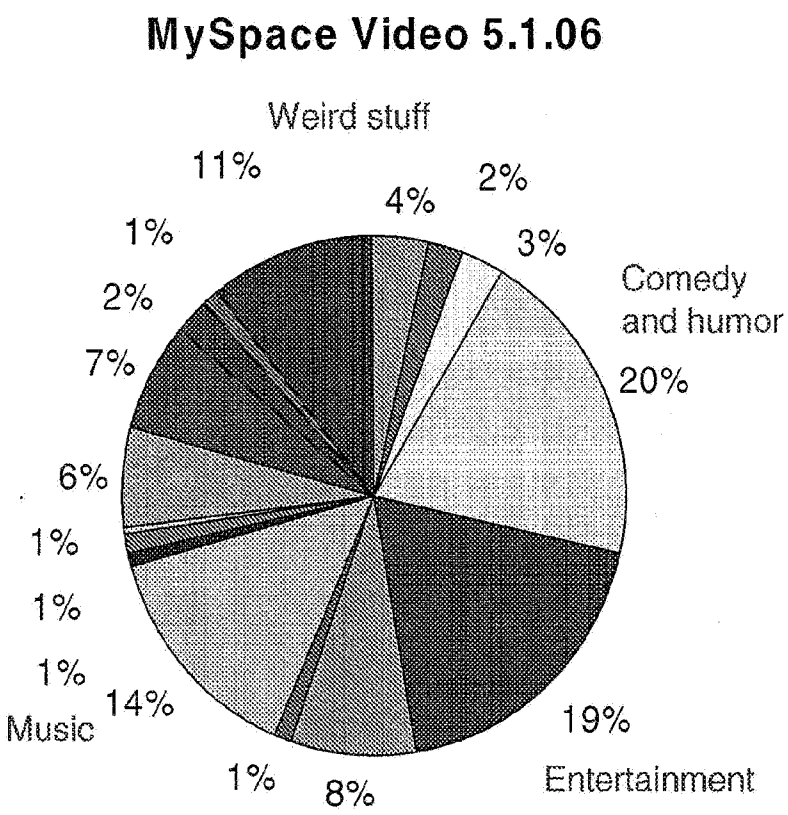
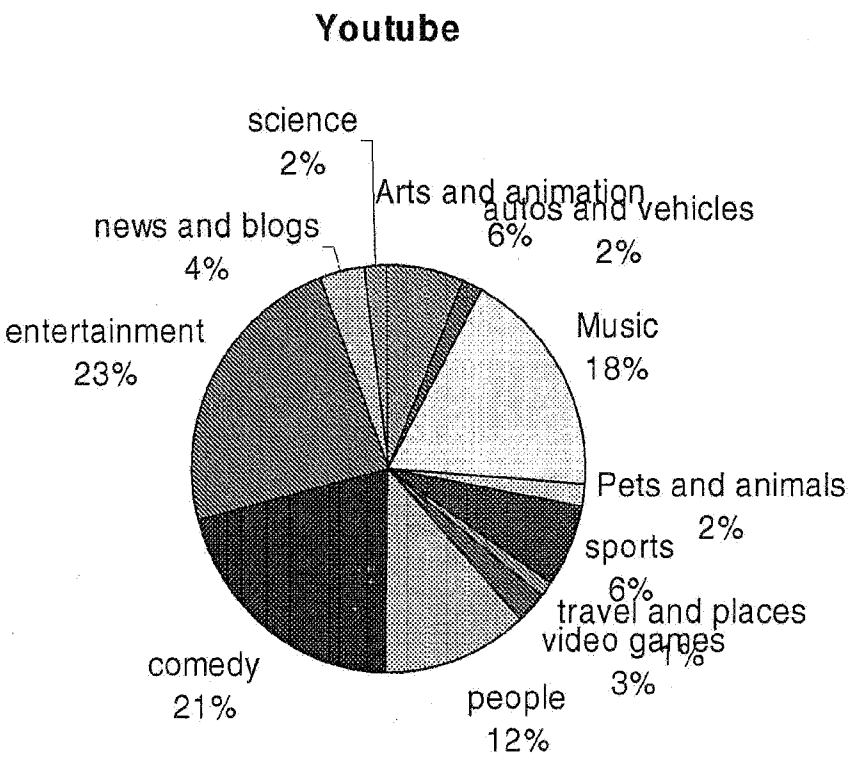
Youtube and Myspace videos by genre





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Youtube Director program

- Logo co-branding, company URL, and company description on all of your video pages
- Ability to upload videos longer than 10 minutes
- Customizable name & value fields for each of your videos (ex: "Price: $4.25" or "Show Time: 9 pm PST")
- Ability to attach a per-video URL to each of your videos

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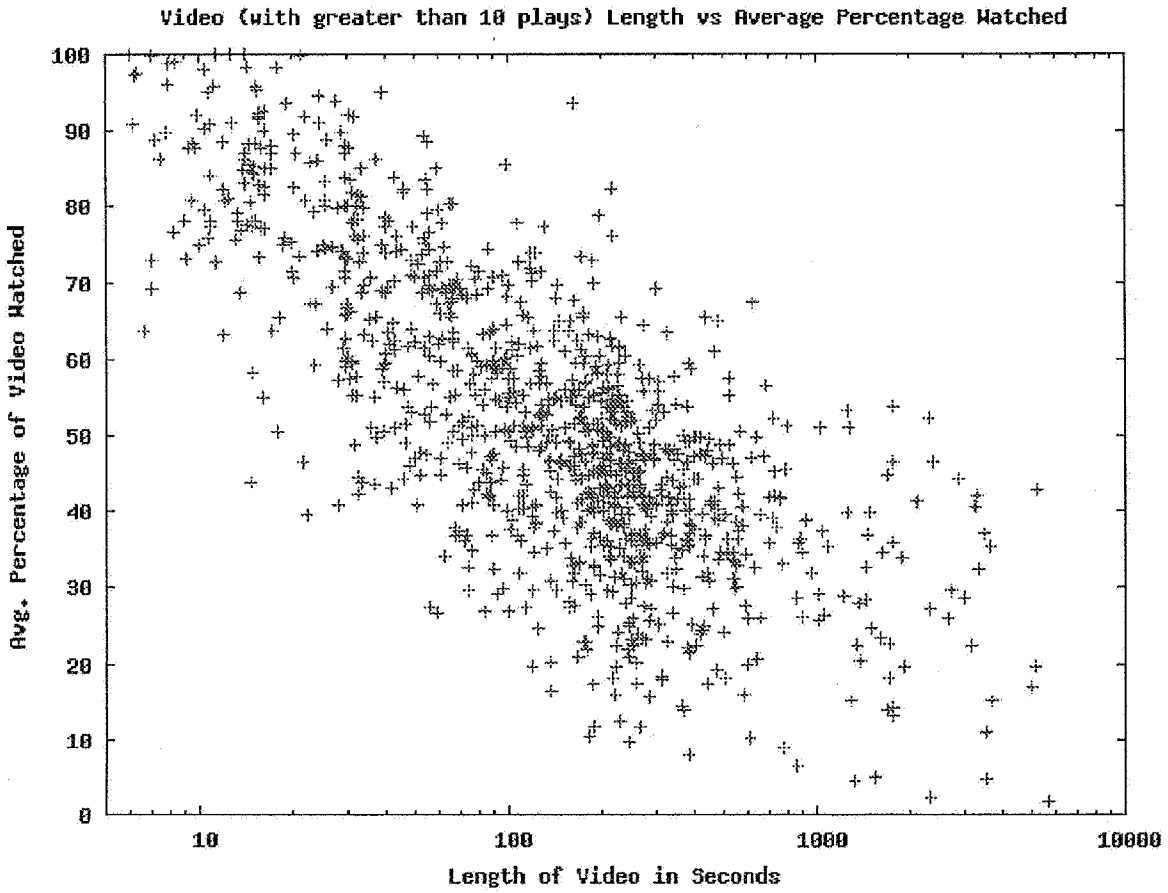
Viewing habits on Google Video



Possible implications of this data:

-Don't do postroll ads

-Most premium content (TV/movies) isn't well suited to online viewing

-Focus on short form content

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Google

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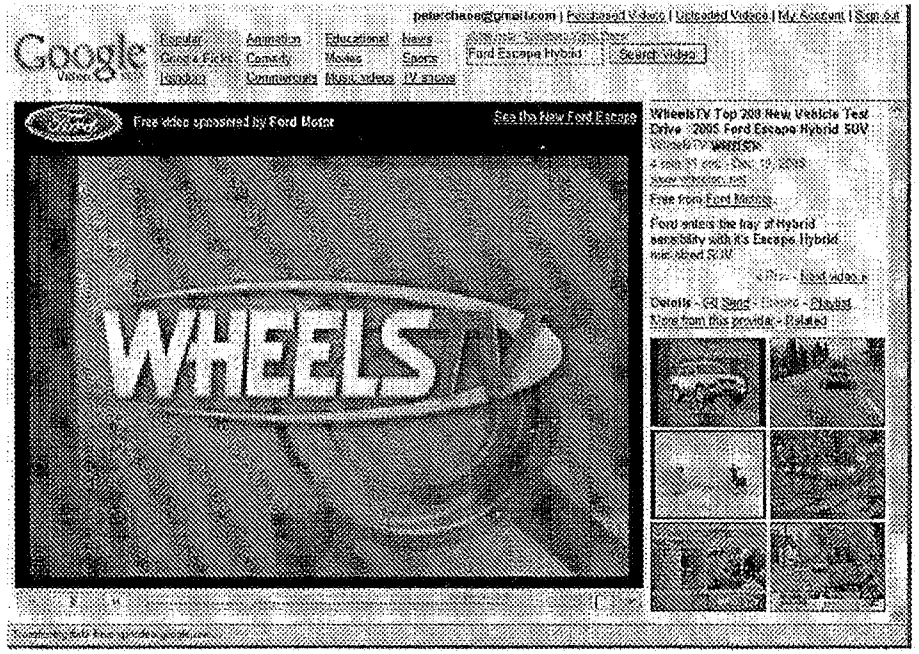
Ads tests

Test 1: Sponsored Video

-Make paid content free with ads

-Ad unit includes post roll video

-One advertiser per content provider



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Eric report card

INTERNATIONAL IN 60 DAYS; NOTHING SHORT OF 100+ LANGUAGES	C	Launching 6 languages in Q2 on 8 new domains
DEVELOP GLOBAL PRODUCTS OUTSIDE OF MV	B	Local teams will customize
USE AJAX AS A CLIENT STRATEGY	B	Google Video Player a win/mac app; looking at how we can use Flash for our online and offline player
MUST DO WINDOWS AND MAC	A	Upload and playback clients available for Win and Mac
USE THE COMMON INSTALLER	F	Not using this for our upload clients or our video player; using this is low priority vs. our OKRs.
LAUNCH EARLY AND OFTEN	A	Project has a history of experimentation
SOLVE AN OLD PROBLEM IN A BETTER, NEW WAY	B	Free hosting and streaming, anyone can sell
SYSTEMS AND SERVICES	B	GAIA, Mustang, Borg, Bigtable, GFS – ok Separate index, video not a service to others apps – not ok
KEEP THE PDB UP TO DATE	B	Staffing up to date, schedule and status not up to date

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Mountain View Eng team (Jeremy Doig is lead)

fun - drm, i18n, videoshare
bbiggs - videoshare, contentDB, instant live
marwood - core API, rss crawl
chandler - quality, eval, mustang, librarian
slacy - streaming, replication, transcoding
lzheng - streaming, replication, onebox, stt signal test
menglu – streaming
faust - filter architecture in normalizer pipeline, ocr, contentDB
thien - transcoding pipeline migration to normalizer, transcoding improvements (file formats)
byi (mobile) - encoding quality improvement (pipeline mods), avc improvement, quality signal
tvv - web crawl, stats db, log analysis for signal extraction
klh - machine requests/mdb, subtitle/captioning support
ozgur - front-end features
neilfred - signal extraction (user access patterns), serverside playlists, scoring

jjoslin (pso) - partner front-end

niko - upload server

ronvered - webOfTrust implementation, contentDB migration

jyagnik (research) - signals (correlation with imagesearch)

ah (intern) - drm partnership if it happens

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Kirkland engineering team (Rod Chavez is lead)

nicklee - tech lead, ops tools, ads sponsored videos

brunson - dup detection, general fe (menus, outbound rss, etc)

katerina - review tool, i18n, general fe

nolan - review tool, general fe <---------- joined team start of Q2

edwardcu - tech lead, client player (win), general fe (upload ui, etc)

agove - client player (win), general fe (upload ui, top-100, etc)

mikeyu - client player (win/mac), general fe (bypass, homepage, etc)

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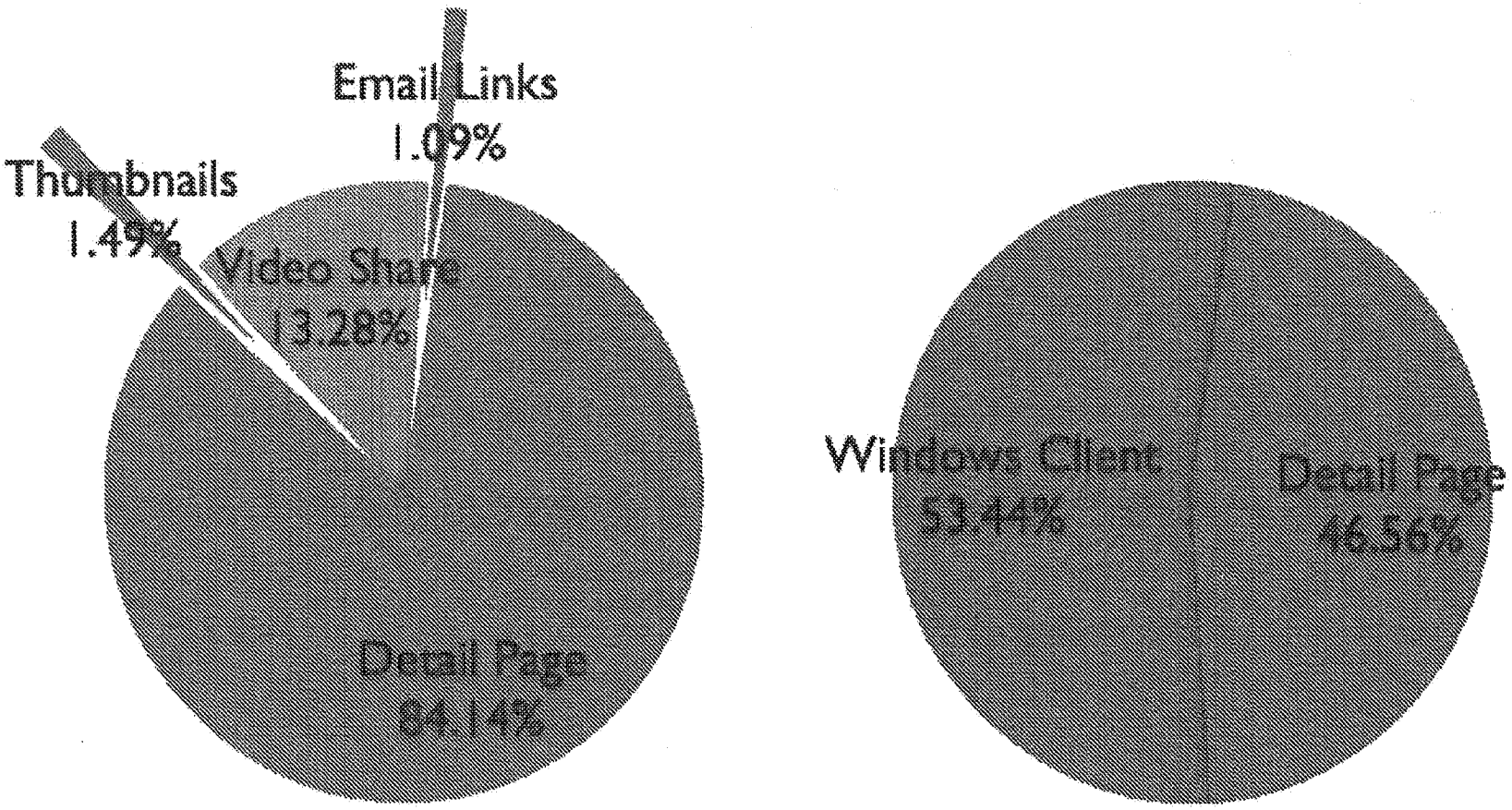
Source of Plays/Downloads

(3/13/2008)



Plays
7.1M Total

Downloads
156K Total

Google

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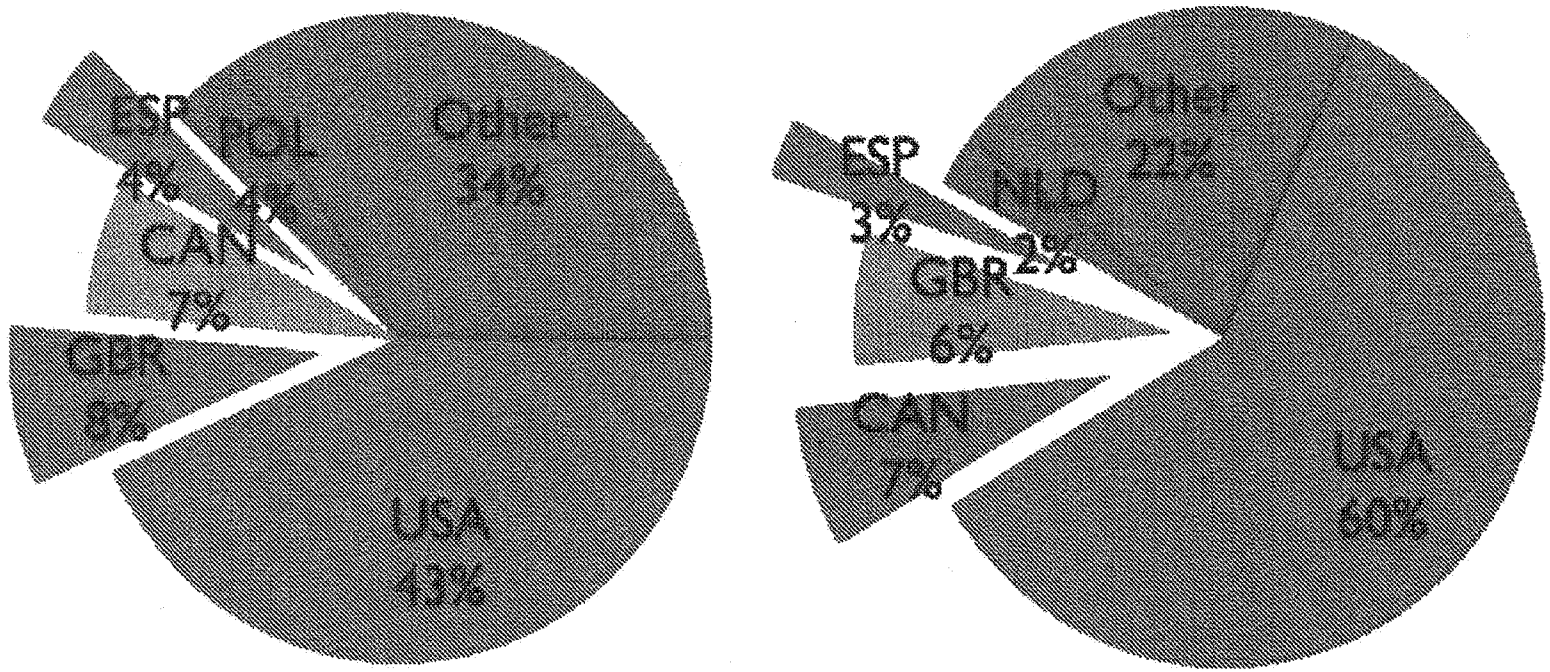
Country

(Last 60 days)



Plays

482M Total

Uploads

13M MB Total

Google

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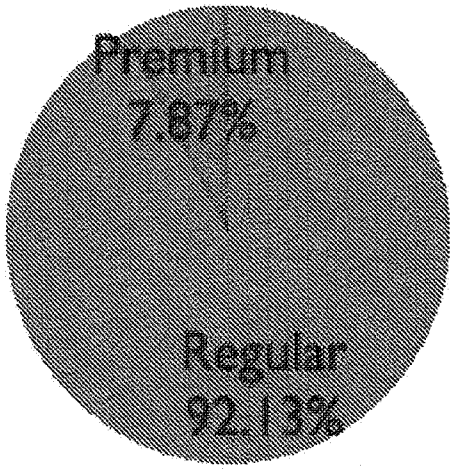
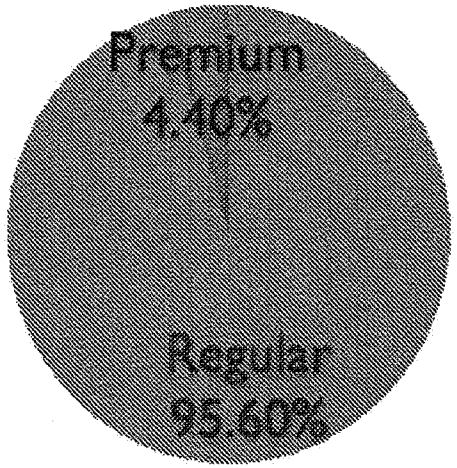
Premium and Regular

(3/19/2009)



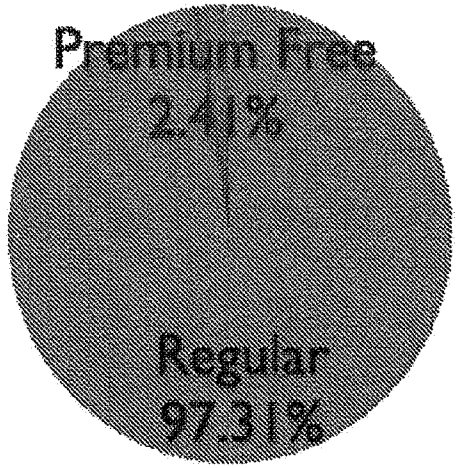
Documents in Index

586K Total



Plays/Page Views

7.1M Total



Downloads

156K Total

Google

Google Confidential

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